

Fashion History

B.C. to Present Times



This year, information prior to the mid-1800s will be a quick overview. We just don't have the "normal" time to go in-depth and I think you'd all rather see more recent history anyways...then we can get to current fashion.

Keep in mind...

- We are talking about mainstream fashion
- We are talking about what was recorded during these times (before the internet)
- We are focusing on the most stereotypical fashions during each time
- We can't possibly talk about EVERY culture, country, inspiration this unit:
→ When I was in college, I took a whole semester class on Fashion History... 4 months!!





Fashion Movement Theories Changing...



B.C.

- Fashions of this period come from several groups in existence at this time:
Egyptians, Cretes, Greeks, Romans, and Byzantine.
- Most is known about Egyptian fashion due to their burial procedures.
- Natural Resources



Movies representing the B.C. Time Period

- Cleopatra
- The Mummy

A.D. 500-1050

- Knights and Maidens



- Their colors/crests showed who they were loyal to or families.



- Peasants and Workers





A.D. Movies 500-1050

- [The Knights of the Round Table](#)
- Sword of Lancelot
- First Knight
- Camelot
- [Monty Python and the Holy Grail \(932 AD\)](#)

1200-1300's, 13th & 14th Century

- The Bliaud was a dress worn by woman **or** men in this time period.



1200-1300's , 13th & 14th Century

- The Hennin, was worn in the 14th and 15th century, was a cone-like hat resembling the spires of the cathedral spire.
- The Tunic was often one of the stylistic features of the classic businessman.



14th Century

15th Century Northern Europe

15th Century Italy

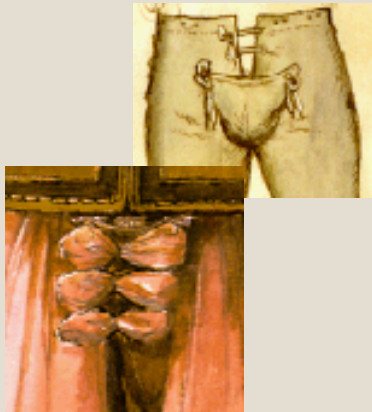


Movies Representing the 1200s-1300s 13th and 14th Centuries

- Robin Hood (1100)
- Braveheart (late 1200's)

1400-1500's the 15th & 16th Century

- Fashion in this era was greatly influenced by the high-class society & European Kings & Queens.
- Peasants gained a variety of clothing styles because each particular style identified the woman with her hometown.
- Women of this time used Pregnancy Pillows when the maternal look was fashionable.
- Men of this time wore a Codpiece, a decorative triangular piece of fabric attached at the groin.



1400's-1500's, cont.

- The Farthingale was a stiff metal cone-shaped article worn under skirts,
- The Ruff was a large stiff collar worn at this time.



Ruff



Farthingale

Movies Representing the 15th & 16th Centuries

- Shakespeare in Love
- Taming of the Shrew
- Ever After*
- The Three Musketeers
- The Hunchback of Notre Dame
- Joan of Arc: A Portrait of a Legend
- The Princess Bride
- Willow
- The Sword and the Rose



1600's, 17th Century

- The French Courtiers influence for this time was a fashion which said “I don't have to work for a living.”
- The Puritan costumes were very simple. When religious values are ascendant, dress becomes austere.



Movies representing the 17th Century



- Much Ado About Nothing
- Romeo and Juliet
- Hamlet

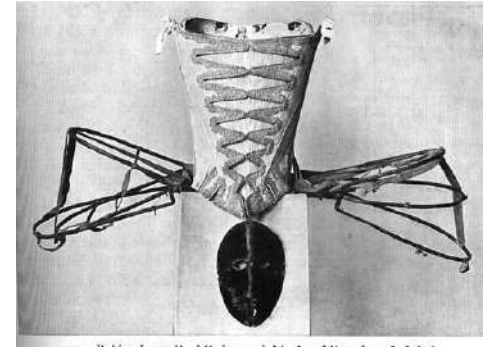
1700's, 18th Century

- The 1700's started with the drastic extension of both the hips and the hair for women.
- Women were beginning to make contributions to society by becoming writers, business women, artists and doctors.
- The drastic visual display of their dress was a spectacle which far outweighed the proportions of a man.





437. Hochzeitskleid der Königin Sofia Magdalena. 1766



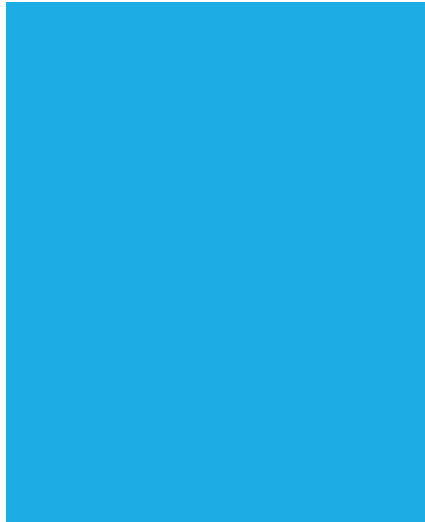
413. Rotfrockgestell, Mieder und Maske. Mitte des 18. Jahrh.

1700'S, 18TH CENTURY

This shows the hoop and mask used under a ladies dress to extend the hips drastically.



When you go to a fancy party and
decide to steal their 50" HD TV



1700's, 18th Century

- The Justaucorps for men was the predecessor of today's suitcoat. (with tails)
- The Spencer was a short jacket without tails.
- Hair was piled high on the head in the **Pompadour** style and atop the mountain of hair (*which usually included pieces of someone else's hair called a **Rat***) sat large hats topped with feathers, bows and ribbons.

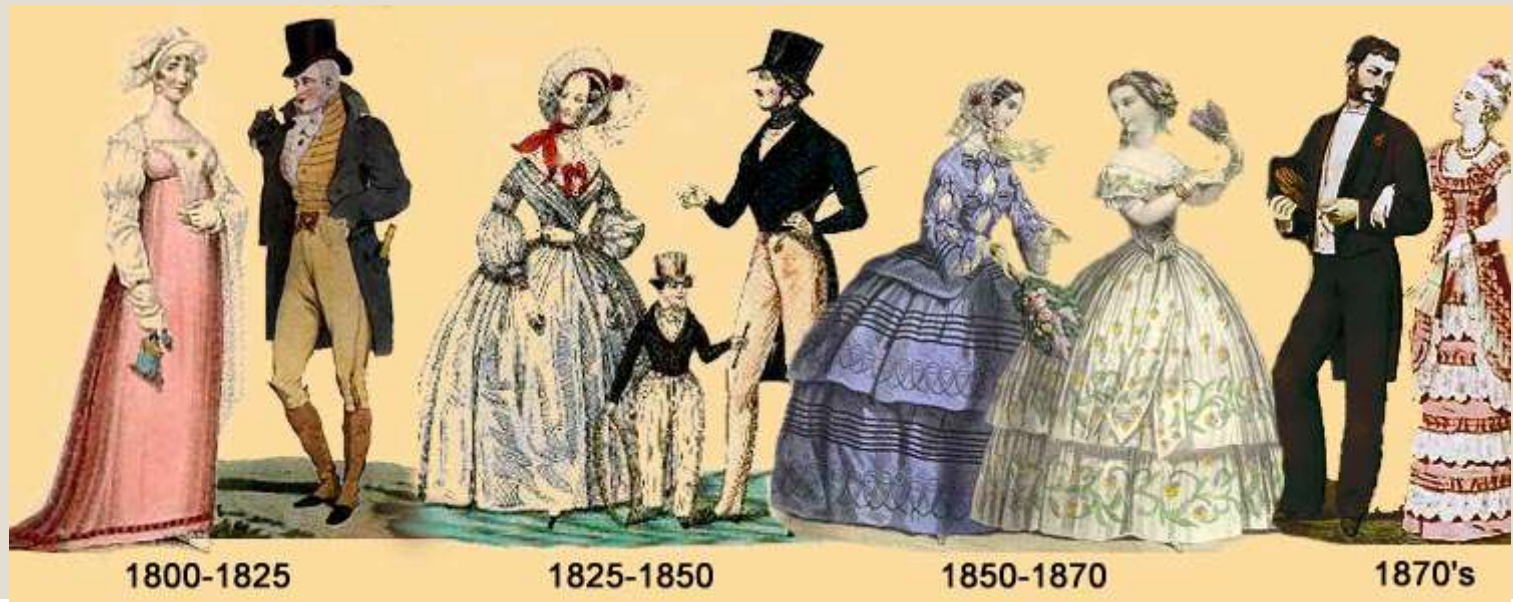
Movies representing the 1700s: 18th Century

- Amadeus (1750)* (Mozart 1756 – 1791)
 - 1:13 & 2:45
- Emma (1816)
- Catherine the Great
- Marie Antoinette



1800's, 19th Century

- Fashion at this time went through some very distinct changes.
- The high society had rich fashions, while the common people dressed simply.
- It was an era of romance and manners.



1800's, 19th Cent.



1820



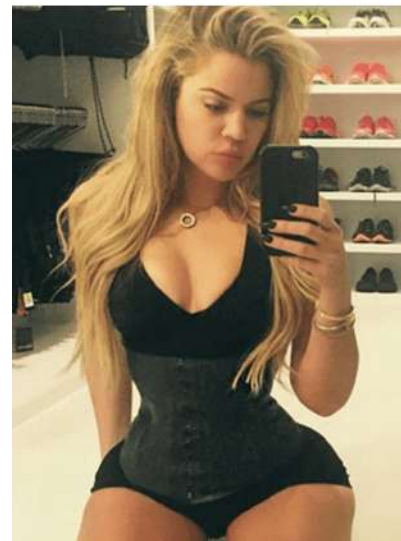
1850



- The well-dressed man of the nineteenth century England was called a **Dandy**.

- The well-dressed woman wore a large bell-shaped skirt supported by **crinoline**.

- The **Worth Creation** brought the fullness of women's skirts around to the back.



1890'S EXAGGERATED HOURGLASS

Medical procedures of this time started the concept of "Beauty is Pain"

1890's Gibson Girl



Artist's sketches of young women by Charles Dana Gibson, known as the **Gibson Girls**, were published in newspapers and set the standard for the all-American girl.





Movies Representing the 1800s: 19th Century

- [Gone With the Wind](#) (1860 – 1870)
- [Little Women *](#) (1861 – 1870)
- Far and Away (1892)





ACTIVITY BREAK

Take a fashion trend you've seen so far...and modernize it.

We should "recognize" the inspiration in your new version,
but it should also be relevant to today's styles.



FASHION HISTORY 1900 - PRESENT

By the Decade ☺

What did they used to think?

1900's – S-Curve

- The **silhouette** softened into the **S-shaped curve** with softer shoulders, less restrictive corsets, and the bustle, never returned.
- The **three-piece suit** for gentlemen was introduced. The suit was relatively non constricting with a sack coat, simple vest, and pleated trousers.
- In 1906 the **permanent** wave was developed.



1900's



1903



1900's, Bloomers & Bicycles

- Life = faster pace w/new inventions: the telephone, electric lightbulb, and the automobile
 - gave people more luxury and freedom
- The new two-wheeled cycle, was the craze of the country.
 - **Amelia Bloomer** designed a practical outfit for the avid cyclist consisting of a tunic dress worn over loose trousers gathered at the ankle.
- Later this was revised into a split skirt with gathers under the knee, called **Bloomers**.



Bicycle Dress



1900's – The Bathing Suit

- The one piece bathing suit was introduced by **Annette Kellerman** which shocked the world.



Movies that represent 1900-1910

- Meet me in St. Louis
- Anne of Green Gables



1910's

- Men and women wore **Dustcoats** to protect their clothing when driving or riding in cars.



World War I & Fashion: 1910s

- World War I saw fashion come to a standstill with patriotism at an all-time high.
- The **barrel silhouette** or tonneau look comes in.
 - It is a baggy dress/jacket combination that made women look large and droopy in the chest.
- 2:15



Women's Movement: 1910s

- Demanded the right to vote, wear make-up, cut their hair short for the first time in a bobbed style, and wear skirts above the ankle.



French designer **Paul Poiret** broke the new rule of freedom by designing the **Hobble Skirt**.

The hemline was so narrow that women could only take very tiny steps.



Movies that represent 1910's

- Anne of Avonlea
- Titanic
- Somewhere In Time



1920's – Tubular Silhouette

Life began to move ahead and fast:

- The silhouette was straight up and down or Tubular.
- The brassiere (bra) was introduced, but it was used to flatten the figure, not uplift or enhance it.
- Safe make-up, costume jewelry, and suntans were in great demand.



Flapper vs. Thinking Woman

The Flapper
wore a
headband
around her
forehead,
usually with a
feather in front.



Her face was
powdered
white, her skirt
was the
shortest in
history.

Silk stockings
were the rage;
they were
rolled down
just above the
knee.

The “**Thinking
Woman**” was
college educated
and considered
herself to be the
opposite of the
flapper.

Her dress was
emancipated for the
times but not
extreme.



1920's - Designers

- Paul Poiret with dresses which hung from the shoulders to the waist, with soft, silky, flowing, sheer fabrics.
- Coco Chanel made a hit in fashion using black and navy in simple frill-free designs.
 - She said, “Each frill discarded makes one look younger.”



Good times ended with the crash of the stock market in 1929, which led to the Great Depression.

Movies that represent the 1920's

- [The Great Gatsby](#)
- Singing in the Rain
- Thoroughly Modern Millie



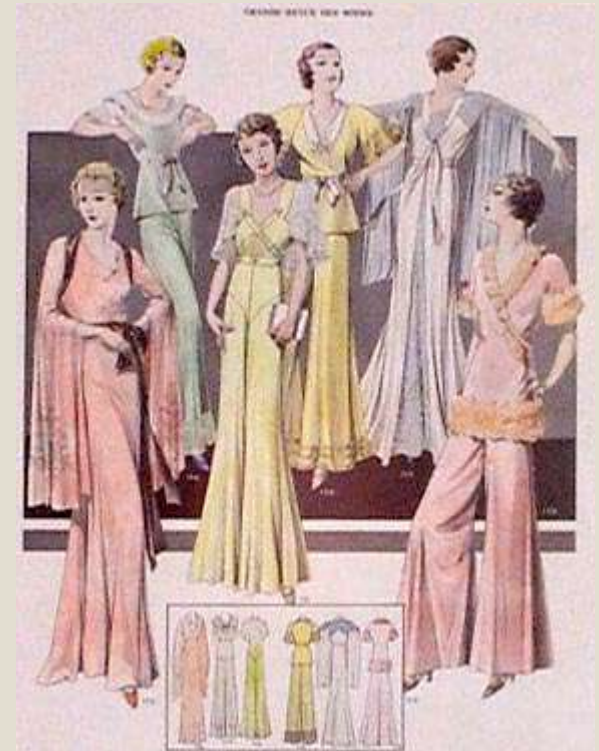
1930's – Depression Era

- The Depression brought about the **classic styles** in suits and dresses:
 - clothing that would last a long time and stay in style.
 - the shirtwaist dress was one such classic.
- **Hand-me-downs became fashionable** not only for thrifty families, but for everyone.
- **Separates** (skirts and blouses) were a highlight, with a white blouse being a must in any wardrobe.
- **Depression babies** had layettes sewn from sugar sacks while school children often wore underwear embellished with the trademarks of Pillsbury flour. combination, were the fashion in millinery wear.



1930's Hemlines

- Hemlines in the 1930's went down and down again.
- By the end of the 1930's fashion seemed to stand still in the shadow of impending war.



1930's and Movie Stars!

For life
“escapism”
attention
shifted to
actresses
**offstage
clothing**
began...
which is why
we look to
celebrity
fashion still
today!



Jean Harlow



Ginger Rodgers

1930's Sportswear



Pants for women, flared at hem, worn for extreme casual wear only. Also called beach pajamas.

Movies that represent the 30's

- Annie
- Wild Hearts Can't Be Broken*



The 1940's



World War II effects fashion directly in this time period:

- **L85** was a law which restricted the manufacture of clothing.
 - Ruffles were forbidden.
 - Only one pocket per blouse or shirt was allowed.
 - Hems could be no deeper than 2 inches and the widest part of the hem of a dress could not exceed 72 inches.
 - Hemlines rose and leveled off just below the knee.
- For men several things were removed from their typical suit: cuffs, vests, 2 pant suits, patch pockets, cloth belts, and pleats.

War Restrictions

Not only fashion was restricted
but food was rationed.

1. Food Rations for 1 Week for 1 Person

4oz bacon or ham

8oz sugar

2oz tea

2oz jam spread

1oz cheese

1 shilling's worth of meat

8oz fats of which only 2oz could be butter

Later sweets and tinned goods could be had on a points system.

Bread was not rationed until post war in 1946.



- Stockings, which were not required under pants, were expensive and usually not available.
- Women in this picture are shown painting their legs to appear to have nylons on.
- Think a modern day, really bad, self-tanner.

1940's

- With the fashion industry closed down by the war in Europe, the U.S. was left to its own designers for fashion direction.
 - US designers turned to the military for inspiration.
- The **Eisenhower Jacket** made fashion history as it was adopted for civilian use. The shoulders were roomy and comfortable.
-
- The “**bomber jacket**” was based on the Air Corps flying coat.
 - Made of leather with knit wrist cuffs to keep out the wind.
 - It was usually lined with alpaca fur.
 - The Montgomery beret was the inspiration for hats.



This woman was married in a suit quickly for her husband to be shipped out.

40's Inverted Triangle

- Women began to wear pants as he practical dress for work in industry.
 - It was not too long before pants were popular outside the workplace as a comfortable casual fashion.
- The fashion was masculine, and the fabric was tweed.
- The shoulder was square, wide and padded.
- Suit dresses were very popular.

Colors reflected the time: khaki and other muted colors, hunter green, navy, etc.



Post-War Influence on Women

The women were thrown into the workplace and then told to leave once the men returned.

However, women now had their eyes open to the opportunities available to them. They didn't want to just be a wife!



#BossBabe



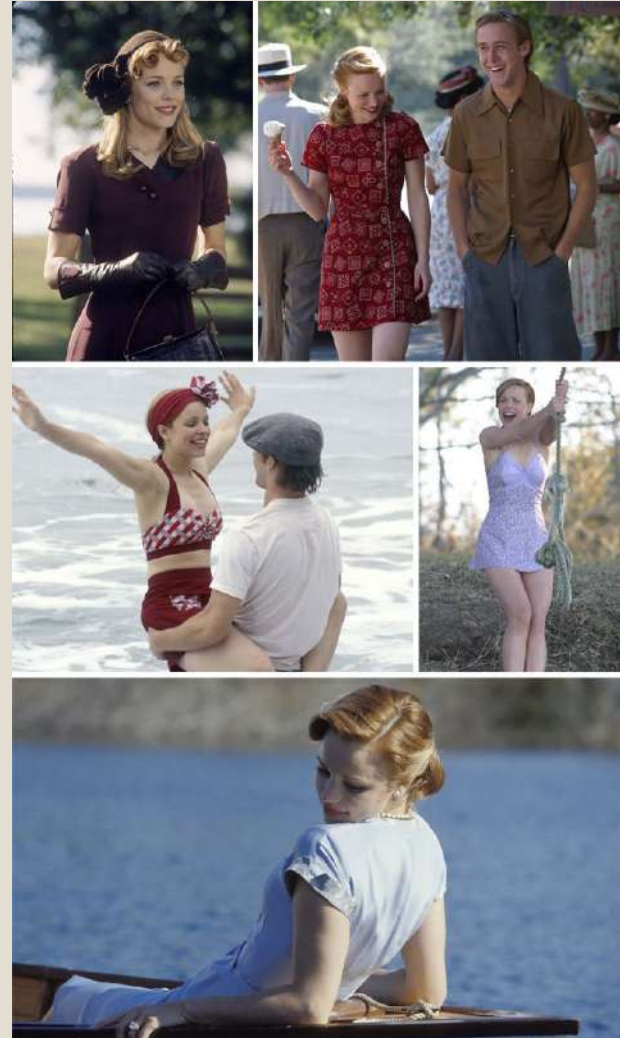
The New Look

- In 1947, a Frenchman, Christian Dior launched what he called “The New Look.”
 - The war was over, the men had returned home, and The New Look gave women a softer, more feminine look and curve.
 - This look was stylish, elegant, and reflected the opposite of wartime restrictions.
 - The hemlines fell to just above the ankle and skirts were incredibly full.
- Yards and yards of fabric were used as well as petticoats with crinoline and flounces of lace.
- The shoulder pad was dropped, and the soft shoulder replaced the squared, manly look.
- The bustline was accented; the waistline was high and cinched in again.



Movies that represent the 40's

- A League of Their Own
- Memphis Belle
- I.Q.
- The Notebook



1950s



- Women dressed "**smartly**" in the Fifties.
 - Good grooming and a tailored look were prized.
 - Acting and looking "every inch the lady" was taught from the cradle and wearing a dress was a given.
 - Heels, pearls, and gloves completed the look.

The dresses on the next slide, on a summery afternoon floral, has what was called a swing skirt. This very popular style had many forms, including the poodle skirt.



At left, the skirt part of the dress is in the pencil style. The object here is to attain an **hourglass** body shape. This type of dress or skirt was not worn by young girls or teens. Too mature. You also see **bolero sleeves**.

Although not seen, a girdle was a necessary part of all ensembles.





Men's Fashion-1950s



Men were inspired by the fashion adopted by Marlon Brando and Elvis Presley during 1950.

- Simple casual shirts and trousers tailored with exceptionally fashionable cuts.
- Stripped jackets, waist coats with creased trousers became

The eclectic hairstyles of men during 1950's was inspired by James Dean and Troy Donahue.

Flat top crewcut, pompadour and sideburns were popular among men. Rockabilly hairstyles greatly influenced the punk culture.



Movies that represent the 50's

- Grease
- (Anything With Elvis In It)
- Pleasantville
- Bye Bye Birdie



1960's A-Line Silhouette

- The 60's opened with the simple A-line dress.
- Most dresses were very simple and so accessories were both expressive and bold.
- Some fashion history writers have called this era the "Great masquerade."



1960's

- Eyes were lined with black, shadowed with frosty white, and topped off with a full set of false eyelashes.
- Lips were painted light to white.
- **Twiggy** was the top model.
 - She was long and lean, a muse for designers and an inspiration to females.



1960 – Everything Goes

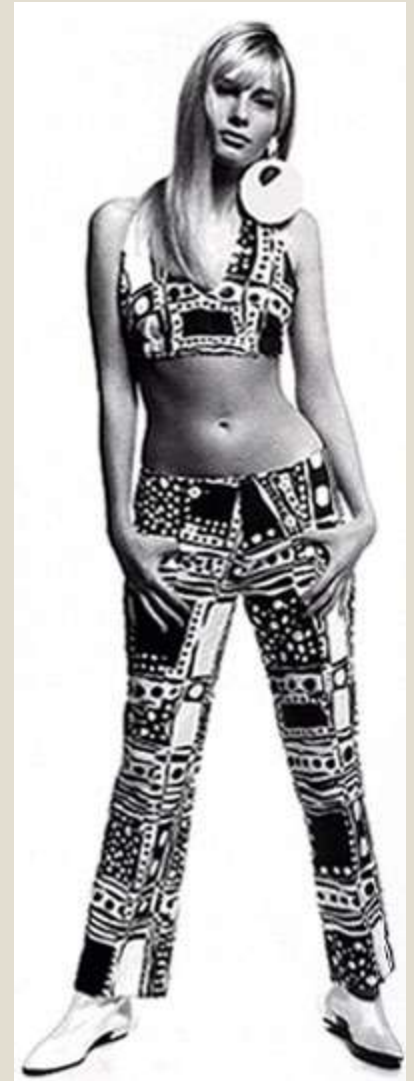
- Skirt/Dress length might be mini, micro-mini, midi, or maxi.
 - Even mixing these lengths was fashionable; a mini skirt with a maxi coat or vest.
- Maxi coats and sweater coats were practical in cold climates for the mini skirt wearer.
- The “warbabies” or *Baby Boomers*, infants born immediately after the war ended in 1945, were maturing.
- By 1960 teenagers were a powerful group.
 - In France, by the 1960's one-third of the population was under the age of 20.
 - In the United States, fully one-half of the population was under 25.

This enormous group of energetic youths also had their own minds for fashion, and were not dictated by Paris or by anyone else. London if anything!



1960's – A-Line

- The 1960's was a time of:
 - action, violence, protest, rebellion, experimentation, and counterculture.
 - Dramatic events took place during this decade and dramatic changes in fashion occurred.
- The 60-70's catered to the youth both in advertising and production in the clothing industry.
- Teenagers had money to spend (3.5 billion on apparel in 1965,) and enjoyed keeping up with the latest trends.
- During these years two sets of fashion developed side by side:
 - fashion for the young
 - fashion for the rest of society



1960 – Chanel Suits



- No other landmark of the 60's was the pants suit.
 - Women had attempted pants since the days of Mrs. Bloomer.
- Chanel, in the 1930's, made them acceptable as sportswear and during the war years overall and jeans were a practical necessity.
 - But pants for women had never been totally respectable.
- A major fashion breakthrough of the late 60's was the tailored pants suit.
 - It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.



A SHIFT

There were 3 major movements during the 1960s that helped shape society,
but also fashion...

60's - Civil Rights



First – The Civil Rights Movement sparked an impressive move to ethnic fashion.

Blacks and whites alike found interest in the African colors and prints.

Afro hairstyles were worn by most blacks, and some whites used perms to get the Afro hairstyle. Some Afros could be measured at 3 inches above the scalp going straight up and straight out. Most were shorter and more natural looking. The expression of the day was “Black is Beautiful.”

60's Women's Liberation

Second – The Women's Liberation Movement caused women to burn their bras and wear men's clothing.

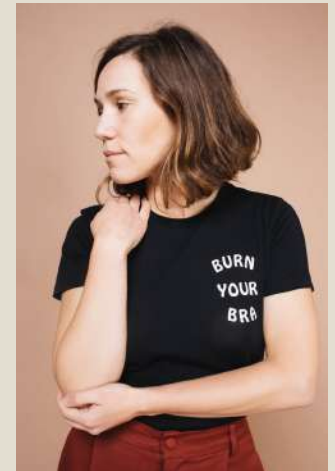
A result: Unisex clothing, coupled with the sexual revolution that was taking place at the same time.

Women turned to pants because they preferred the long, clean, “liberating” comfort and style.

Men wore embroidered shirts and beads because peasant embroidery and bright colors offered a liberation from the notion of what had been masculine taste for 150 years.

Women's underwear went from wired bras to no bras at all or stretchy elastic bras with little or no support.

The tight 1950's girdles with garters and nylon stockings that ended mid-thigh, were knocked into history by the comfortable one-piece nylon pantyhose.





60's The Peace Movement

Third – The Peace Movement (or anti-Vietnam War Movement) This war pulled our nation apart.

Everyone took sides. The teenagers who revolted against the war and the “established” way of living, and working were called “hippies.”

The hippie dress was a throw back to the beatniks of the 1950's. It was a casual, sometimes sloppy dress.

The main focus was self-expression.

Whatever you wanted to wear, you wore.

The hippies were not a majority of the teenagers, it should be noted, although some of the fashions spilled into the mainstream teen fashion.

60's British Invasion

Men

- The most memorable fashion details of this era would be:
 - bell bottoms, mini-skirts, & platform shoes.
 - the A-line skirt/dress, go-go boots, & the “Mod Look” brought to the US by the Beatles and other musical groups.
- “British invasion” wasn’t a reference to the military, but rather an invasion of American culture.
 - The music, fashion, hairstyles, and make-up..



The Invention of the MINI skirt

Mary Quant - regarded as the mother of the mini skirt and high boots, shoulder bags and the “poor boy” sweater.

- “Pop” - “Mod” – “Psychedelic” were also terms borrowed from the British to describe fashion of this time.
- The colors and fabrics at least...
- Floral patterns reflected the “flower power” theme of the hippie movement.
 - Daisies, mums, and other flowers adorned everything from fabrics to wallpaper, from busses to vans.
 - The colors were bright and bold.

Designers



Mary Quant

But then... there was also The Calm of the Sixties

- Jackie Kennedy (Onassis) stood out at this time to represent a more conservative fitted dress favored by many women.



“Royal” Parallels



Movies/TV Shows: 60's

- Breakfast at Tiffany's
- Forest Gump
- Austin Powers
- The Kennedys



1970's The Shoe Craze



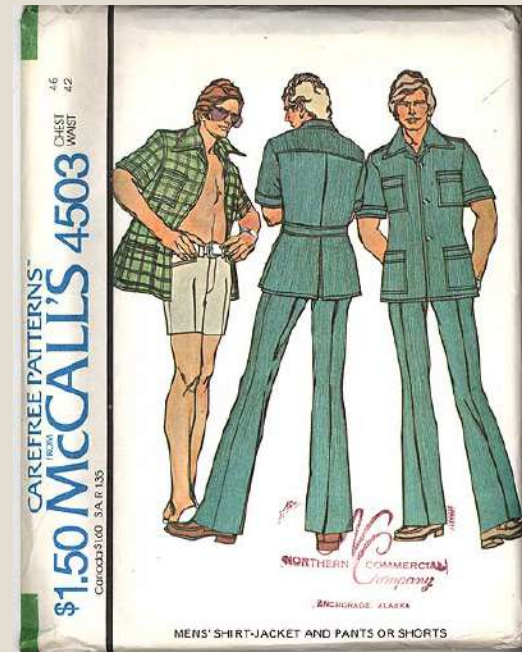
- Platforms, clogs, hush puppies.

Considered an important piece of your outfit.

Shoes for every occasion!



- Most dressed to identify with their individual lifestyle (*psychographics*) rather than fit into any fashion mold.
- Man-made fibers introduced with new technology: Polyester, developed as early as 1939 but shelved until after the war, became very popular.
 - It was blended with natural fibers giving the fabric the advantages of both fiber groups.
- The Men's "leisure suit" – 100% Polyester, marketed as the wash and wear bachelor suit.
 - It was very casual with buttons down the front, patch pockets, and bell bottoms.
 - It was comfortable and easy to care for, as well as being wrinkle-resistant.



1970's



1970's

- The hippie influence was still seen in bright beads, embroidery on shirts, Levi pants and jackets, and tie-dyed fabrics.
- Long hair was a hot topic; first seen as a sign of rebellion, and later accepted as fashionable, "in moderation."
- Sideburns were worn long; beards and moustaches were popular for both teenagers and their parents.



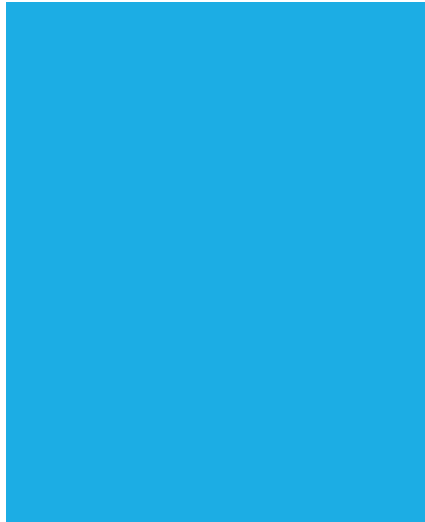
The Bee Gees

Disco Fever and the Bell Bottom

- Teen styles were extreme.
- Pants were worn skintight; hip hugger pants and skirts were worn with hip belts.
- Wide bell bottom style was popular on pant legs and sleeves.
 - Pant legs got wider and wider and were worn long enough to cover the shoe and scrape the floor.
 - Platform shoes got higher and higher with very chunky heels.



ABBA



1970's Hair

- Hair for teenage girls... the longer and straighter the better.
- Orange juice and soup cans were recycled into curlers to straighten out hopelessly wavy or curly hair.
- If the cans didn't work, then girls tried to iron their hair straight.
- Full bangs were worn long enough to cover the eyebrows, but not long enough to merge with the false eyelashes.



Both Conservative & Dramatic



“Angel sleeves” shown here are yards of fabric added on the sleeve for a dramatic look.



In contrast, cardigans are also in style during this time, especially on Mr. Rodgers and jocks!

Movies/TV that represents the 70's



- Brady Bunch
- Disco Fever
- Almost Famous
- Saturday Night Fever
- Charlie's Angels





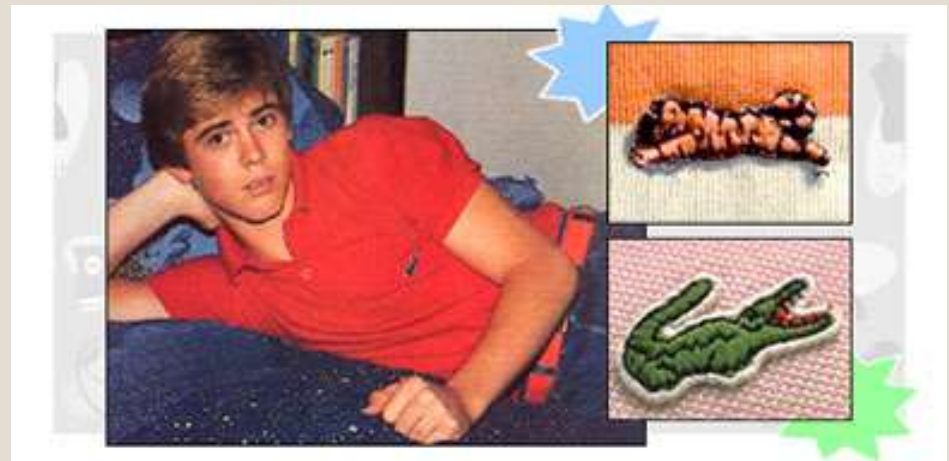
Celebrity
Culture



Brand
Labels



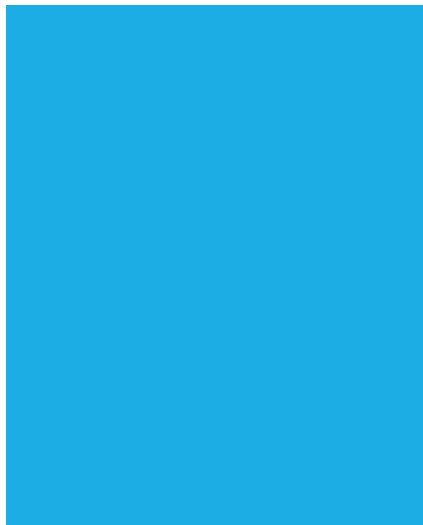
Parachute
Pants



Words and Quotes which describe the time:

- The Power Look!
- Yuppies: hard working, high paid 20-30 yr. olds who showed their style (and wealth) in fashion and clothing.
- “Let’s get physical, physical,” a music video by Olivia Newton John highlights the physical fitness craze.





What was the silhouette?

The European "V"

- Shoulder pads increased the size of shoulders creating the power suit.
- Waists and hips were trimmed in tight skirts or stretch pants were worn.
 - Large decorative belts accentuated the waist
 - Pumps elongated the body to create the illusion of height



The Woman's Workforce

1980's Working Girl



- Women continued in or joined the work force.
 - In order to be taken seriously by some, women needed a better fashion image at the office.
 - The “power suit” was designed.
- It was a broad-shouldered lapel jacket worn with a white or light-colored blouse (feminine but not too sexy or racy), a skirt was worn with the jacket.
 - Pants were seen as too casual.
- The power color for the power suit could be navy, black, gray, burgundy, but not brown.
- Pump shoes were appropriate; not too high for the heels but not completely flat either.
- This was the decade when women wanted it all; husband, children, career. And time for self expression. All required special clothes.

Who influenced the fashions?

Celebrities...



- **Musicians –**

- Madonna
- Michael Jackson
- Janet Jackson
- Olivia Newton John
- Run D.M.C
- George Michael
- David Bowie...



- **Stars –**

- Molly Ringwald
- Demi Moore
- Joan Collins

- **Others-**

- Princess Diana
- Nancy Reagan



Who were the designers and labels?

- Calvin Klein
- Giorgio Armani
- Donna Karan – DKNY
- Gap
- Esprit
- Benneton
- Ralph Lauren
- The Express

...so many more!



Labels were the rage of the 80's, they were large and printed on EVERYTHING!



What were the trends?

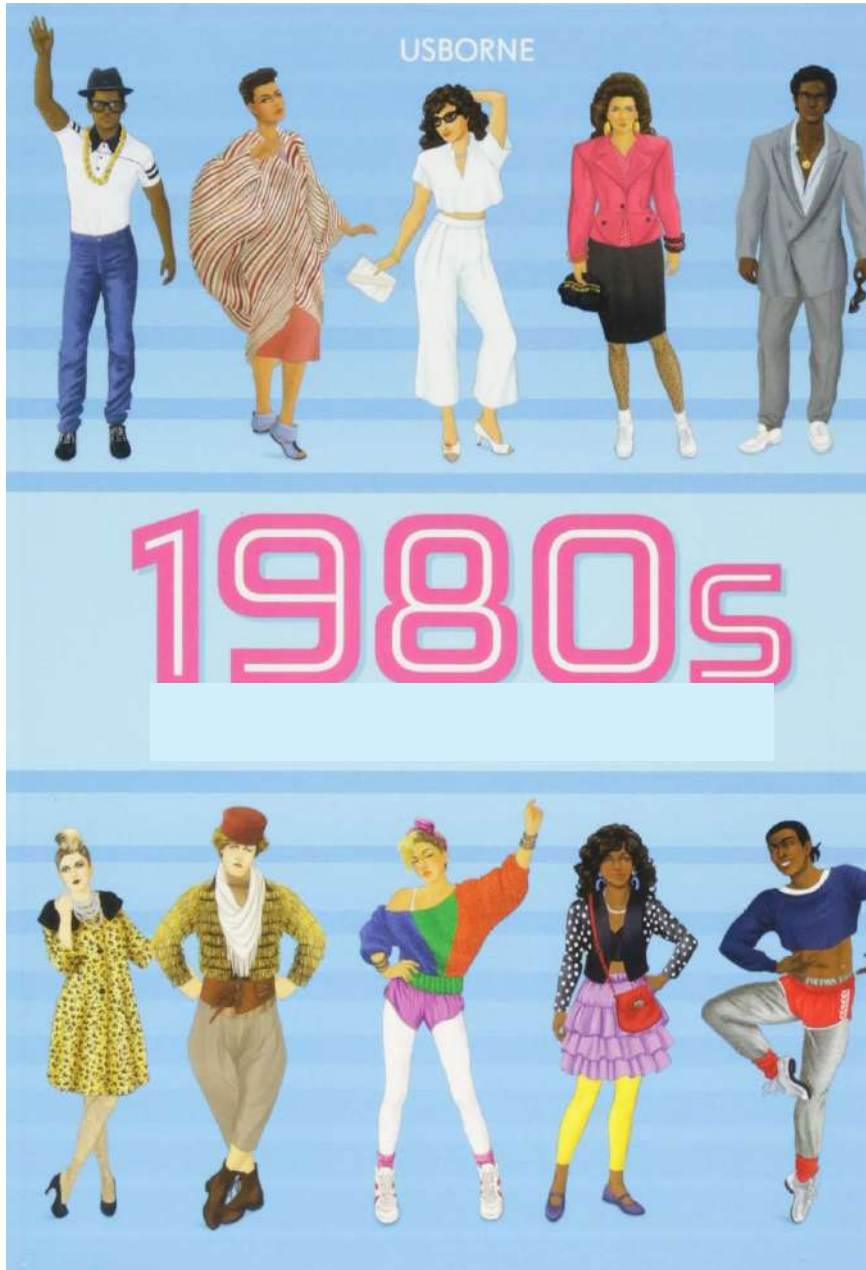
- Stonewashed or distressed jeans
- Big Hair
- Rolled up pant cuffs so they were tight around the ankles
- Oversize shirts & sweaters
- Fleece & lycra, leggings
- Swatch watches
- Camisoles
- Cabbage Patch Dolls



What colors were popular?

- Neons – crazy prints and bright colors/patterns
- Neutrals - Navy, Burgundy, Forest Green, Red for workwear





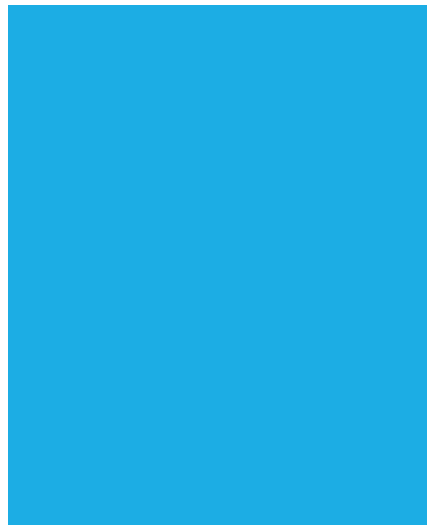
What textiles were used?

- Early 80's
 - Natural Fabrics
 - Cashmere and cotton were popular
 - Real furs were shunned or banned by many
- Late 80's
 - Man-made Fibers
 - Rayon & acetate
 - Lycra/Spandex

1980's – Fitness Craze

- Spandex was in; comfort and function were paramount.
- Men and women hit the gyms, spas, and athletic centers creating a big market for athletic clothes: functional, attractive, and flattering.
- Lycra in bright colors worn with “leggings” and leg warmers.
- The old white “gym shoe” was replaced with 100 or more different kinds of specialized sports shoes.





But don't be mistaken... 80's - Couture

The fashion industry became more international.

Many designers turned out 10-20 collections a year vs. 3-4.

Mass-market fashion and catalogs got much better.

Couturiers decided to *rip themselves off* and started a score of less expensive lines.

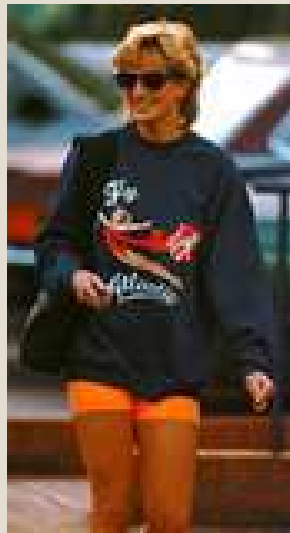
AIDS thinned out many talented fashion designers.



The 80's

Looking towards a Princess

- The Princess of Wales, Dianna was the world's top cover girl.



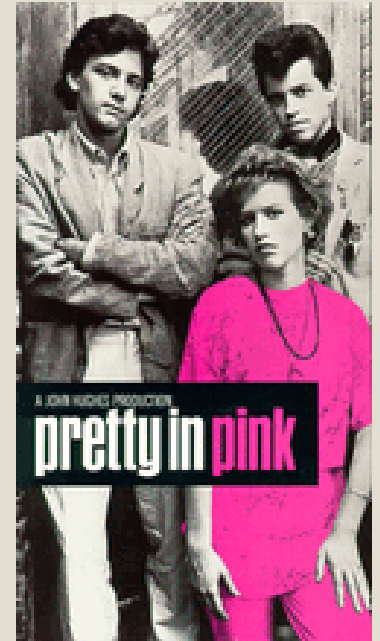
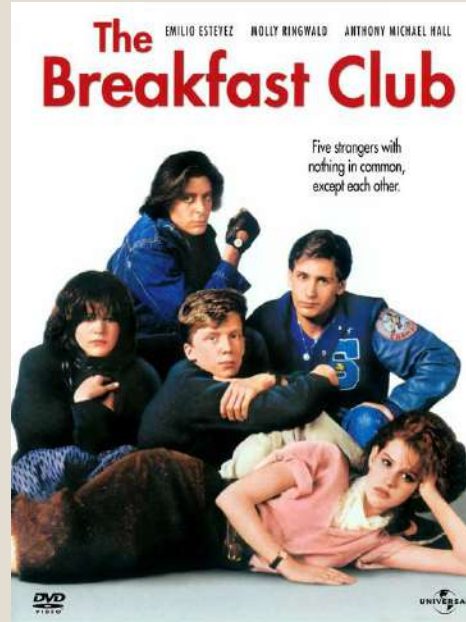
1980's - the HAIR!

- The bigger the better!
- Aquanet Hairspray
- Ratting/Teasing
- Bangs
- Crimping
- Coloring



What movies are representative of the 80s?

- Sixteen Candles
- The Breakfast Club
- Some Kind of Wonderful
- Let's Get Physical
- Flashdance
- Ferris Bueller's Day Off
- Pretty in Pink
- Back to the Future



1990's

A decade of nothing new!

The 90s simply borrowed and modernized fashion from previous decades.

- The 80s fashion lingered a few years
- Re-birth of the 60s & 70s
- Long flowing A-Line skirts
- Platforms return!
- Bell-bottoms and flares!



Well, I guess we did
have one thing to credit...

The Grunge Era



90's – Nothing New

- The 90s aren't known for anything new...
- Just copies or re-dos of previous fashion.
 - Grunge, Stomachs, Music Influences, Matchy-Matchy





WHY Y'ALL WANT TO BRING THIS ALL BACK, IS BEYOND ME!

90's – Shoe Obsession

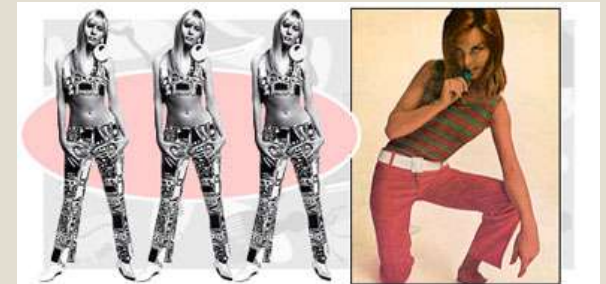
The decade starts with a natural carefree Birkenstock and comfortable sport shoes and ends with platforms and Mary Janes.



90's – The Bare Midriff & Celebrity Culture Continues...

Shirts are cut short and the hip huggers of the 60s return.

The 50s are seen in the return of “clam diggers” now called “capris”.



But...boy is it back now!

- Oversized shirts
- Plaid
- Scrunchies
- Mom Jeans
- Asymmetrical
- Chunky Shoes
- Strappy Tops/Heels
- Thrifting
- Babydoll Fashion

1990s Aaliyah vs. 2020s Rihanna



90's – Attack of the Cell Phone

- Cell phones become inexpensive, and everyone starts to buy one.
-
- They are not only for communication but become an accessory *and have their own accessories!*
- Bags, pockets, and purses are created to carry the newfound necessity.



Movies from the 90's

- Clueless - teenage LA fashion
- She's All That
- Pretty Woman – Rodeo Drive adult fashion
- 10 Things I Hate About You
- Drive Me Crazy
- Never Been Kissed
- Jawbreaker
- A Walk to Remember



- The Babysitter's Club
- My Date with the President's Daughter
- Wish Upon a Star – hair/makeup
- Crossroads
- Levis Belly Button Commercial

Early 2000's

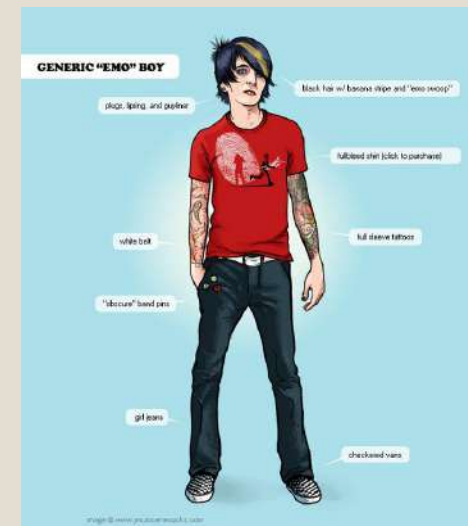
Boyfriend Blazers



Skinnies (Skinny Jeans)



Skinnies (Skinny Jeans) – For Boys



Early 2000's

Statement Necklaces

Like the costume jewelry of the 20s but with the boldness of the 80s



Sky High Heels
Stilettos
Wedges
Pumps



Early 2000's

And the opposite...
Ballet Flats



Variety of
Men's Shoes



Early 2000's

The Biebs & His Hair Flip



And we'll always have Paris

Early 2000's

Minis – Midriff

Like the 60s, but not as
“mod”



And strange denim styles



Early 2000's

Mixing Prints

Like the 60s & 70s
but more neutral

Cargo Pants
Like the 40s



Early 2000's

UGG

She's got dem Apple Bottom jeans...

.....boots wit da furrerrrrrrrr, with the fur.





Formal Wear

Men's Ties Widths and
Slim Suits



Formal Wear

Wide Range in Women's

Early 2000's

2000's

Worst Nightmare...

#middleschool



Any other fashions of
the early 2000s

And for the guys!



The Birth of Fast Fashion Brands & Affordable Luxury!

SHEIN



ZARA

FOREVER 21

ASOS
THE ONLINE FASHION STORE

TOPSHOP
TOPMAN

H&M

Costume Design...

- That...is up to you!
 - Examples: top films whose costumes designers hit the mark for apparel during the time period depicted
 - Mona May – Video Interview